

ABSTRAK

PENGARUH PENAMBAHAN BUBUK DAUN KELOR (*Moringa oleifera*) TERHADAP KARAKTERISTIK PERMEN JELLY DENGAN MENGUNAKAN MADU SEBAGAI PEMANIS ALAMI

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Daun kelor (*Moringa oleifera*) merupakan tanaman yang kaya akan zat gizi, namun pemanfaatannya sebagai produk pangan fungsional masih terbatas. Salah satu upaya pemanfaatannya adalah mengolah daun kelor menjadi permen jelly dengan penambahan madu alami sebagai pemanis. Penelitian ini bertujuan untuk mengetahui pengaruh penambahan bubuk daun kelor terhadap karakteristik permen jelly berdasarkan kadar air, pH, uji organoleptik, dan uji hedonik serta menentukan formulasi dengan tingkat penerimaan terbaik. Penelitian menggunakan metode deskriptif kuantitatif dengan pendekatan eksperimen yang terdiri atas empat perlakuan, yaitu P1 (5%), P2 (10%), P3 (15%), dan P4 (20%) bubuk daun kelor. Parameter yang diamati meliputi kadar air, pH, uji organoleptik, dan uji hedonik menggunakan 15 panelis semi terlatih. Hasil penelitian menunjukkan bahwa kadar air permen jelly berkisar 6,9–7,2%, sedangkan nilai pH berkisar 4,0–5,2 sehingga seluruh perlakuan termasuk kategori asam lemah. Pada uji organoleptik, perlakuan P1 (5%) memperoleh nilai rata-rata tertinggi sebesar 3,37 dengan persentase 84,17%. Pada uji hedonik, perlakuan P2 (10%) memperoleh nilai rata-rata tertinggi sebesar 3,82 dengan persentase kesukaan 76,33%. Berdasarkan hasil penelitian, penambahan bubuk daun kelor memengaruhi karakteristik sensori permen jelly, dengan P2 (10%) sebagai formulasi yang paling disukai panelis berdasarkan uji hedonik, sedangkan P1 (5%) memberikan hasil terbaik pada uji organoleptik.

Kata kunci: Daun kelor(*Moringa oleifera*), madu alami, permen jelly, karakteristik fisik, uji organoleptik, uji hedonik.

Keterangan:

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ABSTRACT

THE EFFECT OF ADDING MORINGA LEAF POWDER (*Moringa Oleifera*) ON THE CHARACTERISTICS OF JELLY CANDY USING HONEY AS A NATURAL SWEETENER

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Moringa (Moringa oleifera) is a plant rich in nutrients; however, its utilization as a functional food product remains limited. One effort to increase its utilization is by processing it into jelly candy with the addition of natural honey as a natural sweetener. This study aimed to determine the effect of adding *Moringa* leaf powder on the characteristics of jelly candy based on moisture content, pH, organoleptic, and hedonic tests, as well as to determine the formulation with the highest level of consumer acceptance. The study employed a quantitative descriptive method with an experimental approach consisting of four treatments: P1 (5%), P2 (10%), P3 (15%), and P4 (20%) *Moringa* leaf powder. The observed parameters included moisture content, pH, organoleptic characteristics, and hedonic evaluation conducted by 15 semi-trained panelists. The results showed that the moisture content of the jelly candy ranged from 6.9% to 7.2%, while the pH values ranged from 4.0 to 5.2, indicating that all treatments were classified as weakly acidic. In the organoleptic test, treatment P1 (5%) obtained the highest overall mean score of 3.37 with a percentage of 84.17%. In the hedonic test, treatment P2 (10%) achieved the highest overall mean score of 3.82 with an acceptance percentage of 76.33%. The results indicate that the addition of *Moringa* leaf powder affected the sensory characteristics of jelly candy. Treatment P2 (10%) was the most preferred formulation based on the hedonic test, while P1 (5%) produced the best results in the organoleptic test.

Keywords: *Moringa oleifera*, Moringa leaf powder, jelly candy, natural honey, organoleptic test, hedonic test.

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